**Employee Feedback and Opinions Survey - H&M**

Multinational clothing company H&M operates multiple divisions. The crucial divisions of H&M may consist of the following:

1. Production and Design
2. Advertising and marketing
3. Retail operations and sales
4. Operations online and e-commerce
5. Human Resources
6. Accountancy and Finance
7. Logistics and supply chain

Given the nature of H&M's industry and its intended market, it is possible to obtain employee feedback via various social media channels successfully. You can use the following social media channels:

* **Internal Collaboration Platforms:** H&M might have an internal platform where staff members can communicate and express their thoughts, like Microsoft Teams or Slack.
* **Closed Facebook Group:** Establish a Facebook group only open to H&M staff members. This group will offer a moderated setting for conversation and criticism.
* **Twitter hashtags:** Encourage staff to use specific hashtags about employee perspectives while posting their comments.
* **LinkedIn Groups:** Create specialized LinkedIn groups for various departments or teams at H&M to promote professional conversations and receive feedback.

**Data Gathering Strategy:**

1. **Declare the project:** Employees should be informed of the impending survey and encouraged to participate.
2. **Describe the objective:** Clearly, the survey aims to learn their opinions, spot potential development areas, and raise employee happiness.
3. **Privacy concern:** Encourage employees to respond to an anonymous survey by ensuring their responses will stay private.
4. **Time limit:** Set a survey completion deadline and send reminders regularly to encourage participation.

**Structure of Survey:**

Thank you for participating in this theoretical survey aimed at understanding your opinions and gathering feedback about H&M. Your responses will remain anonymous and will be used solely for this assignment. Please provide honest and thoughtful answers to the following questions.

**Section 1:** Demographic Information

1. What is your gender?
   1. Male
   2. Female
   3. Other
2. What is your age group?
   1. 18-24
   2. 25-34
   3. 35-44
   4. 45-54
   5. 55 and above
3. What is your role/position within H&M?
   1. Store Associate
   2. Store Manager
   3. Regional/Area Manager
   4. Corporate Employee (e.g., Marketing, Finance, HR)
   5. Design/Production
   6. Other (please specify) \_\_\_\_\_\_\_
4. How long have you been working at H&M?
   1. Less than one year
   2. 1-3 years
   3. 3-5 years
   4. 5-10 years
   5. More than ten years

**Section 2:** Employee Feedback and Opinions

1. On a scale of 1-5, please rate your overall satisfaction with your work experience at H&M.
2. Please provide feedback on what you enjoy the most about working at H&M.
3. What are some challenges or areas for improvement you have experienced while working at H&M?
4. In your opinion, what could be done to make things better for employees at H&M?
5. How would you rate the company's communication with employees regarding updates, policies, and initiatives?
   1. Excellent
   2. Good
   3. Average
   4. Poor
   5. Very Poor
6. How well does H&M support employee growth and development?
   1. Very well
   2. Somewhat well
   3. Neutral
   4. Not well
   5. Not at all
7. How satisfied are you with the work-life balance provided by H&M?
   1. Very satisfied
   2. Somewhat satisfied
   3. Neutral
   4. Somewhat dissatisfied
   5. Very dissatisfied
8. In your opinion, what could H&M do to improve the work-life balance for employees?
9. Are there any specific policies or practices that should be changed or introduced to make H&M a better workplace? Please explain.
10. How would you rate H&M’s employee morale and motivation level within H&M?
    1. High
    2. Moderate
    3. Low
11. In your opinion, what factors contribute to employee morale and motivation at H&M?
12. Are your ideas and suggestions valued and considered by the management at H & M?
    1. Yes, always.
    2. Yes, sometimes.
    3. No, rarely.
    4. No, never.
13. How well does H&M promote diversity and inclusion within the company?
    1. Very well
    2. Somewhat well
    3. Neutral
    4. Not well
    5. Not at all
14. What additional steps or initiatives could H&M take to enhance diversity and inclusion?
15. Would you like to share any other comments or suggestions regarding H&M as an employer or the company?

Thank you for taking the time to complete this survey. Your feedback is greatly appreciated and will contribute to our understanding of employee perspectives at H&M.